

Tools For Action

An inventory of nutrition and physical activity interventions in Wisconsin

Program Name

Healthy Lifestyles-Marshfield Area Coalition

Contact Information

Main Contact Person
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Title of Main Contact
Prevention Specialist
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Marshfield Clinic
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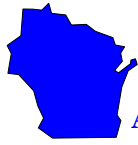
Program Information

Type of Program
Coalition
Year Coalition was Formed
2001
Primary program focus
Both Physical Activity & Nutrition
Region
Northern
County
Wood
Coalition Web Site Address
www.marshfieldhealthylifestyles.org

Program Information

Represented Groups on Coalition	Represented Professions on Coalition
Business	Business
Community	Child Care
Government	Citizen Rep
Health Care	Dietitian
Health Dept	Educator
Media	Exercise Specialist
Schools	Health Care Admin
University	Media
UW-EX	Nurse
WIC	Physical Therapist
Other	Physician
	Other

A Wisconsin Nutrition and Physical Activity Program



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Intervention Name

"Good Nutrition: It's In the Bag" Food Jeopardy

Intervention Information

Type of Intervention: Nutrition Event
Focus Area: General Nutrition
Intervention Site or Setting: School
Scope of Intervention: School
Target Audience: White, Both genders, Ages 12-19
Total Population in Area Served: Marshfield area adolescents
Number of Participants:
Implementation Status: Fall 2004 and continue to use educational game in other venues

Partners: Marshfield School District St. Joseph's Hospital Dietitians Healthy Lifestyles-Marshfield Area Coalition
Unique Funding:
Evaluation: Impact on Knowledge Survey – One-time
Evidence-Based or Best Practice based on

Products Developed or Materials Used:

Developed a Jeopardy-style game to educate youth about the importance of good nutrition, portion sizes and activity.

Intervention Description:

"Good Nutrition: It's In the Bag" was presented to all 6th graders in the Marshfield School District by dietitians and high school students.

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Intervention Name

Healthy Lifestyles Community H.E.A.L.T.H. Conference

Intervention Information

Type of Intervention:
Physical Activity & Nutrition Event
Focus Area:
General Physical Activity & Nutrition
Intervention Site or Setting:
Community
Scope of Intervention:
Regional
Target Audience:
All races, genders and ages
Total Population in Area Served:
Number of Participants:
Over 300
Implementation Status:
Annual Spring Conference

Partners:

Community Supporters (i.e. businesses, coalition members)

Unique Funding:**Evaluation:**

Units Provided – One time

Evidence-Based or Best Practice based on**Products Developed or Materials Used:**

Advertising materials for the conference

Intervention Description:

The Community Healthy Eating Active Living for Total Healthy (H.E.A.L.T.H.) Conference targets community members to create awareness about the importance of living a healthy lifestyles. The conference consists of key notes speaker, workshops, a Children's Seminar and exhibits.

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Intervention Name

Painting Healthy Lifestyles Mileage And Directional Arrows On Walking Paths

Intervention Information

Type of Intervention: Physical Activity Environment
Focus Area: Biking and Walking
Intervention Site or Setting: Community
Scope of Intervention: Municipality
Target Audience: All races, genders and ages
Total Population in Area Served:
Number of Participants:
Implementation Status: On-going

Partners: City of Marshfield
Unique Funding:
Evaluation:
Evidence-Based or Best Practice based on

Products Developed or Materials Used:

Developeped stencils of Healthy Lifestyle apple icon to paint on walking paths.

Intervention Description:

To encourage activity in the community, coalition members received approval from the City of Marshfield to paint mileage and directional arrows on measured walking paths.

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